UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/895,078	07/02/2001	Chikako Tsuchiyama	ASA-1012	9093

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MATTINGLY, STANGER & MALUR, P.C.
1800 DIAGONAL ROAD
SUITE 370
ALEXANDRIA, VA 22314

EXAMINER
SHIFERAW, ELENI A

ART UNIT	PAPER NUMBER
2136	

DATE MAILED: 02/03/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)
	09/895,078	TSUCHIYAMA ET AL.
	Examiner	**Art Unit**
	Eleni A Shiferaw	2136

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE _3_ MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on _20010702_.

2a)☐ This action is **FINAL**.　　2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) _1-25_ is/are pending in the application.

　　4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) _1-25_ is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

　　Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

　　Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

　　a)☒ All　b)☐ Some * c)☐ None of:

　　1.☒ Certified copies of the priority documents have been received.

　　2.☐ Certified copies of the priority documents have been received in Application No. _____.

　　3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

　　* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _11/20/01 12/22/03_.

4)☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .

5)☐ Notice of Informal Patent Application (PTO-152)

6)☐ Other: _____.

DETAILED ACTION

1.   Claims 1-25 are presented for examination.

Claim Rejections - 35 USC § 102

2.   The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the

basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed
> in the United States before the invention by the applicant for patent or (2) a patent granted on an application for
> patent by another filed in the United States before the invention by the applicant for patent, except that an
> international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this
> subsection of an application filed in the United States only if the international application designated the United
> States and was published under Article 21(2) of such treaty in the English language.

3.   Claims 1-4, 6-11, 13-14, 16-17, 20, and 23-25 are rejected under 35 U.S.C. 102(e) as

being anticipated by Chapman et al. (Chapman, Patent No.: US 6,216,228 B1).

As per claims 1, 8 and 23 Chapman teaches a data display method/apparatus comprising the

steps of:

        receiving, by a data terminal (Chapman Fig. 1 No. 20; set top box), multimedia data

having embedded therein data that includes first information to be disclosed (Chapman Col. 3

lines 19-24; encoded/encrypted video or image data), and second information for controlling said

data to be disclosed (Chapman Col. 4 lines 31-39, and col. 11 lines 19-26; watermark code or

decoder key), and , said multimedia data symbolically representing a content of said embedded

data (Chapman Col. 3 lines 19-24; encrypted video/image content with watermark code, public

key to control video/image rendering);

comparing said second information included in said received multimedia data with the

condition on said data terminal side (Chapman Fig. 5 No. 60, and col. 11 lines 19-26; comparing

watermark code or public key of the video/image data with the one stored on the set top box);

and

making at least part of said multimedia data or said first information invisible or illegible

on said data terminal on the basis of a result of the comparison of said second information

(Chapman Col. 9 lines 1-31).

As per claim 16, Chapman teaches a data display system having at least one client terminal

(Chapman Fig. 1 No. 20; set-top box) for reading information, said client terminal including

means for embedding desired-to-read information and display conditions of said desired-to-read

information in multimedia data having elements that symbolize said desired-to-read information

(Chapman Col. 11 lines 27-37; client requesting video/image data), means for making said

multimedia data not displayed or the content of said desired-to-read information not displayed if

there is no coincidence about said display conditions, and means for making said multimedia

data displayed or the content of said desired-to-read information displayed if there is a

coincidence about said display conditions (Chapman Col. 9 lines 1-31 and Fig. 5 No. 62, 64, and

66).

As per claims 2 and 9 Chapman teaches a method, wherein said embedded data includes third

information (Chapman Col. 11 lines 19-26; decoder key) for confirming the reliability of said

embedded data, and said method further comprising the steps of:

comparing said third information included in said received multimedia data with the

condition on said data terminal side (Chapman Col. 11 lines 13-26; comparing the decoding key

of the video/image data with the one stored on set top box); and

making said multimedia data and said first information invisible on said data terminal if

said embedded data is decided not to have much credibility on the basis of the result of the

comparison of said third information (Chapman Col. 11 lines 19-26 and Fig. 5 No. 64 and 66).

As per claims 3, 4 and 10, Chapman teaches a method/apparatus, wherein said embedding of said

data in said multimedia data is performed by electronic watermark technique (Chapman

Abstract).

As per claim 6, Chapman teaches a method, wherein said data terminal has a public key of a

management server for managing said multimedia data, said third information results from

encrypting said embedded data by use of a secret key of said management server, and said

comparison of said third information is performed so that said data terminal can decide if said

embedded data has much credibility by decrypting said third information by said public key and

comparing the decoded data with said embedded data (Chapman Col. 11 lines 13-26, and Fig. 5

No. 62, 64, and 66; decoder key of the video/image data is compared with the one stored in the

set-top box and displaying appropriate).

As per claims 7 and 14, Chapman teaches a method/apparatus, wherein said first information

includes outline information briefly showing the content of said embedded data, and

whereabouts information showing a location of detailed information of said embedded data, said

outline information and said whereabouts information are displayed on said data terminal in

response to an input to said multimedia data when said multimedia data is displayed on said data

terminal, and said detailed information is displayed on said data terminal in response to an input

to said displayed whereabouts information (Chapman Col. 5 lines 46-51; content classification

information).

As per claim 11, Chapman teaches a data terminal, wherein said embedding of said data in said

multimedia data is performed by use of electronic watermark technique (Chapman Abstract).

As per claim 13 Chapman teaches a data terminal, wherein said data terminal further comprises a

storage device for storing a public key of said management server for managing said multimedia

data (Chapman Col. 11 lines 13-26; decoder key stored in set-top box), said third information is

said embedded data that has already been encrypted by use of a private key of said management

server (Chapman Col. 11 lines 7-8; encrypting the decoder key by secure key), and said

comparison of said third information is performed such that said processor decrypts said third

information by use of said public key and compares said decoded data with said embedded data,

thereby deciding if said embedded data has credibility (Chapman Col. 13-26).

As per claim 17 Chapman teaches a data display system, wherein if said information embedded

in said multimedia data and said information decrypted by use of said public key are not

coincident with each other when they are compared, said multimedia data is not displayed or the

design of said multimedia data is changed in its form or said information embedded in said

multimedia data is not displayed, and if they match each other, said multimedia data is displayed

or said information embedded in said multimedia data is displayed (Chapman Col. 9 lines 1-31).

As per claim 20 Chapman teaches a data display system, wherein a program necessary for

displaying said information embedded in said multimedia data is limited in it distribution in

order to control said embedded information to be displayed in accordance with the access control

condition of the information embedded in said multimedia data (Chapman Col. 4 lines 13-30), or

said program necessary to display said information embedded in said multimedia data that has

said access condition already embedded therein has the attribute information of said reader

provided in order to decide if said access condition is satisfied(Chapman Col. 4 lines 13-30), and

said access condition embedded in said multimedia data and said attribute information of said

reader are compared with each other so that if there is no coincidence, said information

embedded in said multimedia data is not displayed, and that if they match each other, said

information embedded in said multimedia data is displayed (Chapman Col. 4 lines 31-39, and

Fig. 5 No. 62, 64, and 66).

As per claims 24 and 25, Chapman teaches a method/apparatus wherein said multimedia data or

said first information is displayed on said data terminal on the basis of another result of the

comparison of said second information (Chapman Col. 4 lines 31-39, col. 11 lines 19-26 and

Col. 9 lines 1-31; watermark code or decoder key).

4.   Claim 22 is rejected under 35 U.S.C. 102(e) as being anticipated by DE BOOR

(International Publication No.: WO 99/59283).

As per claim 22, DE BOOR teaches a data display method comprising the steps of:

displaying on a display device a Web page having set up therein link information to a

mark manager side (Page 13 lines 19-page 14 lines 7; remote source advertising banner on

wireless device display) that manages a mark for authenticating said Web page together with said

mark for certifying said Web page that said mark manager side apparatus manages (Page 27 lines

14-24, and fig. 7 No. 700a; authenticating the advertisement package and digital signature);

sending a request for confirming authenticity of said Web page to said mark manager side

apparatus determined by said link information set up in said Web page when an operator selects

said mark (banner) displayed together with said Web page on said display device (Page 22 lines

20-21, and page 27 lines 14-24; user selecting a banner advertisement from the wireless device,

the advertiser is determined and advertisement package is authenticated by remote source and

data is displayed by wireless device); and

controlling said mark (banner) to be controlled on the basis of display data included in

said mark (Fig. 3 No. 320c; banner advertisement is controlled based on the data included in the

banner: display limit, display count, expiration date, and priority).

Claim Rejections - 35 USC § 103

5.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

6.   Claims 15 and 21 are rejected under 35 U.S.C. 103(a) as being unpatentable over DE BOOR (International Publication No.: WO 99/59283) in view of Chapman et al. (Chapman, Patent No.: US 6,216,228 B1).

As per claim 15, DE BOOR teaches a data display system comprising at least one client terminal having information wanted to disclose (DE BOOR, Fig. 1; wireless device), at least one management server for managing multimedia data having such elements as to symbolize a content of said information (DE BOOR, Page 10 lines 7-18; remote source managing banner advertisement to be displayed on wireless device), at least one WWW server for putting said multimedia data on view (DE BOOR, Page 10 lines 7-18; remote source advertising banner and downloading multimedia data with URL on user's wireless device), and at least one client terminal for reading said multimedia data (DE BOOR, Fig. 1; wireless device),

said management server (DE BOOR, Page 10 lines 7-18, page 13 lines 10-13; remote source advertising banner for advertiser) having means for embedding said desired-to-disclose information and a digital signature in said multimedia data (DE BOOR, Fig. 7 No. 711 and 710; content data and digital signature on advertisement package) when receiving a request from said client terminal having said desired-to-disclose information (DE BOOR, Page 22 lines 20-21; banner advertisement is selected by user from the wireless device), and means for attaching a public key to said multimedia data and sending it to said WWW server (DE BOOR, Fig. 7 No.

711, and Fig. 8 No. 801 & 802, and page 10 lines 7-18; remote source attaches signature and

URL links to advertisement package (content data) and send it to wireless device to authenticate

it is obvious to one skilled in the art at the time of invention to attach public key to a data and

send it to another server to attach URL links),

said WWW server having means for attaching said multimedia data to a Web page and

sending said Web page with said multimedia data (DE BOOR, Page 10 lines 7-18; wireless

device having data attached with URL that is transmitted form remote source),

means for acquiring said Web page with said multimedia data from said WWW server

(DE BOOR, Page 18 lines 18-25),

DE BOOR discloses MD5 authentication however does not explicitly explain attaching

public key to the multimedia data,

public key stored in the client terminal,

comparing the attached public key to the one stored on the client device, and

means for making said multimedia data not displayed or said information embedded in

said multimedia data not displayed if there is no coincidence in said comparison, and means for

making said multimedia data displayed or said information embedded in said multimedia data

displayed if they matches each other.

However Chapman discloses attaching decoder key to video/image data (Chapman Col.

11 lines 19-22) that reads on means for attaching a public key to said multimedia data,

said client terminal having means for acquiring from said management server said

management server's public key and a program necessary for referring to said multimedia data,

and storing them (Chapman Col. 11 lines 1-26; decoder key is stored in set-top box and

compared with the attached on the video/image data),

means for comparing said public key attached to said multimedia data with said public

key acquired from said management server and stored (Col. 11 lines 13-26),

means for making said multimedia data not displayed or said information embedded in

said multimedia data not displayed if there is no coincidence in said comparison, and means for

making said multimedia data displayed or said information embedded in said multimedia data

displayed if they matches each other (Chapman Col. 9 lines 1-31, and Fig. 5 No. 62, 64, and 66).

Therefore it would have been obvious to one having ordinary skill in the art at the time

the invention was made to employ the teachings of Chapman within the system of DEBOOR

because it would allow to distribute information invisibly by using invisible digital watermark

technique and prevent display of some portion of a program considered unsuitable for viewing

and also integrate the video/image data by means of invisible digital watermarking.

As per claim 21, DE BOOR teaches a data display system having at least one information

distribution station for distributing information (Page 13 lines 10-13; advertiser) and at least one

information processing terminal for reading the information embedded in multimedia data (Fig.

1; wireless device) or said information after the processing of reliability confirmation of said

multimedia data (Page 27 lines 14-27),

DE BOOR does not disclose watermark techniques.

However Chapman teaches invisible watermark technique (Chapman Abstract) that reads

on which has such elements as to symbolize a content of said information, reliability

confirmation means (Chapman Col. 9 lines 19-31) and display control means (Chapman Col. 9

lines 19-31), to said information processing terminal (Chapman Fig. 1 No. 20), and said

information processing terminal displays said multimedia or said information embedded in said

multimedia data (Chapman Fig. 5 No. 64).

Therefore it would have been obvious to one having ordinary skill in the art at the time

the invention was made to employ the teachings of Chapman within the system of DEBOOR

because it would allow to distribute information invisibly by using invisible digital watermark

technique and prevent display of some portion of a program considered unsuitable for viewing

and also integrate the video/image data by means of invisible digital watermarking.

7.   Claims 5, 12 and 18-19 are rejected under 35 U.S.C. 103(a) as being unpatentable over

DE BOOR (International Publication No.: WO 99/59283) in view of Chapman et al. (Chapman,

Patent No.: US 6,216,228 B1).

As per claims 5, 12 and 18, Chapman teaches all the subject matter as described above.

Chapman does not teach wherein said the second information is representing an

expiration date of said multimedia data.

However DE BOOR discloses displaying advertising content within limited time when

content limited time expires content is no longer displayed (DE BOOR Page 20 lines 10-23).

Therefore it would have been obvious to one having ordinary skill in the art at the time the invention was made to employ the teachings of DE BOOR within the system of Chapman because it would determine the advertisement expiration date by comparing the expiration date with the system clock and render within the limited time or prohibit rendering if the limited time of the advertisement is expired (DE BOOR Page 16 lines 28-33).

As per claim 19 Chapman and DE BOOR teach all the subject matter. In addition, a data display system, wherein said exhibitor discloses/transmits information (DE BOOR Abstract) by use of said multimedia data having means by which said reader can acquire the detailed information and related information on the basis of whereabouts information embedded in said multimedia data (Chapman Col. 11 lines 13-38). Therefore it would have been obvious to one having ordinary skill in the art at the time of the invention was made to employ the teachings or DE BOOR within the system of Chapman because the header of the multimedia data packet would all the information about the data packet.

8.   Any inquiry concerning this communication or earlier communications from the examiner should be directed to Eleni A Shiferaw whose telephone number is 571-272-3867. The examiner can normally be reached on Mon-Fri 8:00am-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ayaz R Sheikh can be reached on 571-272-3795. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent

Application Information Retrieval (PAIR) system. Status information for published applications

may be obtained from either Private PAIR or Public PAIR. Status information for unpublished

applications is available through Private PAIR only. For more information about the PAIR

system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR

system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).
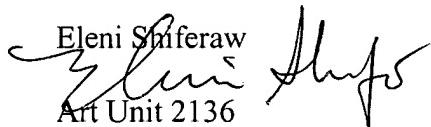
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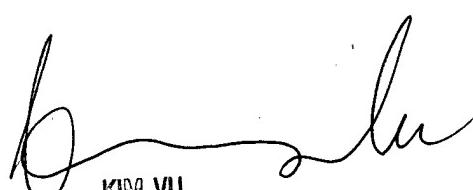
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